WHAT IS CLAIMED IS:

1   1. A method comprising:

2   determining a measure of usage of a first feature on a first gaming device;

3   determining a measure of usage of a second feature on the first gaming

4   device;

5   determining a first payment rate that is associated with a first party;

6   determining a first payment amount based on the first payment rate and the

7   measure of usage of the first feature;

8   determining a first code based on the measure of usage of the first feature;

9   initiating payment of the first payment amount to the first party;

10   outputting the first code for transmission to the first party;

11   determining a second payment rate that is associated with a second party;

12   determining a second payment amount based on the second payment rate

13 and the measure of usage of the second feature;

14   determining a second code based on the measure of usage of the second

15 feature;

16   initiating payment of the second payment amount to the second party; and

17   outputting the second code for transmission to the second party.

1   2. A method comprising:

2   enabling a first feature for use on a first gaming device;

3   determining a measure of profitability of the first gaming device,

4   wherein the measure of profitability corresponds to use of the first gaming

5   device while the first feature is enabled for use on the first gaming device;

6   determining a difference between the measure of profitability and a

7   benchmark measure of profitability;

8   determining whether to disable the first feature based on the difference;

9   generating an authentication code based on the use of the first gaming

10 device while the first feature is enabled for use on the first gaming device;

11   outputting the authentication code if the first feature should be disabled

12 based on the difference.

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1   3. The method of claim 2, further comprising:

2   disabling the first feature on a second gaming device if the first feature

3   should be disabled based on the difference.

1   4. The method of claim 2, further comprising:

2   enabling a second feature on the first gaming device if the first feature

3   should be disabled based on the difference.

1   5. The method of claim 2, further comprising:

2   enabling a second feature on the first gaming device if the first feature

3   should not be disabled based on the difference.

1   6. The method of claim 2, further comprising:

2   offering a product to a player in accordance with the first feature.

1   7. The method of claim 2, further comprising:

2   providing play of at least one game on the first gaming device in

3   accordance with the first feature.

1   8. The method of claim 2, further comprising:

2   determining an outcome in at least one game in accordance with the first

3   feature.

1   9. The method of claim 2, further comprising:

2   determining a payout for a player in accordance with the first feature.

1   10. The method of claim 2, further comprising:

2   determining a payout table in accordance with the first feature.

1   11. A method comprising:

2   determining a measure of usage of a feature on at least one gaming device;

3   determining a code based on the measure of usage of the feature;

4   determining a payment amount based on the measure of usage of the

5   feature;

6   initiating payment of the payment amount to a party having an interest in

7   the feature; and

8   transmitting the code to the party having an interest in the feature.

1   12. The method of claim 11, further comprising:

2   determining if the feature should be disabled on the at least one gaming

3   device based on the measure of usage of the feature; and

4   disabling the feature on the at least one gaming device if the feature should

5   be disabled.

1   13. The method of claim 11, wherein determining the measure of usage of the

2   feature comprises:

3   determining an amount of coin-in received by the at least one gaming

4   device while the feature is active.

1   14. The method of claim 11, wherein determining the measure of usage of the

2   feature comprises:

3   determining a period of time that the feature is active on the at least one

4   gaming device.

1   15. The method of claim 11, wherein determining the measure of usage of the

2   feature comprises:

3   providing at least one offer for a product to at least one player; and

4   determining a number of accepted offers of the at least one offer provided.

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1   16. The method of claim 11, wherein determining the measure of usage of the

2   feature comprises:

3   providing at least one offer for a product to at least one player; and

4   determining a transaction amount based on at least one accepted offer of

5   the at least one offer provided.

1   17. The method of claim 11 wherein the authentication code includes sufficient

2   information such that the party having an interest in the feature may verify that the

3   payment amount was accurately determined based on the measure of usage of the

4   feature.

1   18. A method comprising:

2   determining a feature that has been active on at least one gaming device;

3   determining a measure of performance of the feature;

4   determining a code based on the measure of performance of the feature;

5   determining a payment rate that is associated with a party;

6   determining a payment amount based on the payment rate and the measure

7   of performance of the feature;

8   initiating payment of the payment amount to the party; and

9   outputting the code for transmission of the code to the party.

1   19. The method of claim 18, wherein the party is at least one of:

2   a licensor of the feature,

3   a developer of the feature, and

4   a vendor of the feature.

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1   20.   The method of claim 18, wherein determining the measure of performance

2   of the feature comprises:

3   determining a first theoretical win based on play of the at least one gaming

4   device while the feature has been inactive;

5   determining a second theoretical win based on play of the at least one

6   gaming device while the feature has been active; and

7   determining an incremental theoretical win based upon the first theoretical

8   win and the second theoretical win.

1   21. The method of claim 20 wherein determining an incremental theoretical win

2   includes expressing the first theoretical win and the second theoretical win in a

3   common set of units.

1   22. The method of claim 18, wherein determining the measure of performance of

2   the feature comprises:

3   determining a first amount wagered at the at least one gaming device;

4   determining a second amount wagered based on play of the at least one

5   gaming device while the feature has been active; and

6   determining an incremental amount wagered based upon the first amount

7   wagered and the second amount wagered.

1   23. The method of claim 22 wherein determining an incremental amount wagered

2   includes expressing the first theoretical win and the second theoretical win in a

3   common set of units.

1   24. The method of claim 18, wherein determining the measure of performance of

2   the feature comprises:

3   determining a measure of profitability of the at least one gaming device.

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1   25. The method of claim 24, wherein determining the measure of profitability of

2   the feature comprises:

3   determining an amount wagered at the at least one gaming device while the

4   feature has been active; and

5   determining an amount paid out at the at least one gaming device while the

6   feature has been active.

1   26. The method of claim 25, further comprising:

2   determining a difference between the amount wagered and the amount paid

3   out.

1   27. The method of claim 24, wherein determining the measure of profitability of

2   the feature comprises at least one of:

3   determining an average amount wagered per player at the at least one

4   gaming device while the feature has been active;

5   determining an average amount wagered per play at the at least one gaming

6   device while the feature has been active;

7   determining an average amount wagered per unit of time at the at least one

8   gaming device while the feature has been active; and

9   determining an average rate of play at the at least one gaming device while

10   the feature has been active.

1   28. The method of claim 18, wherein determining the measure of performance of

2   the feature comprises:

3   determining an amount of coin-in received at the at least one gaming

4   device.

1   29. The method of claim 18, wherein determining the measure of performance of

2   the feature comprises:

3   determining a period of time that the feature has been active on the at least

4   one gaming device.

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1   30. The method of claim 18, wherein determining the measure of performance of

2   the feature comprises:

3   determining a number of the at least one offer provided to at least one

4   player in accordance with the feature,

5   wherein the at least one offer was accepted.

1   31. The method of claim 18, wherein determining the measure of performance of

2   the feature comprises:

3   determining a transaction amount corresponding to at least one accepted

4   offer,

5   wherein the at least one accepted offer was provided to at least one player

6   in accordance with the feature.

1   32.   The method of claim 18, wherein determining the measure of performance

2   of the feature comprises:

3   determining a theoretical win based on play of the at least one gaming

4   device while the feature has been active.

1   33. The method of claim 18, wherein determining the measure of performance of

2   the feature comprises:

3   determining an amount wagered based on play of the at least one gaming

4   device while the feature has been active.

1   34. A method comprising:

2   accumulating data relating to usage of at least one feature of a gaming

3   device;

4   generating an authentication code based on the data; and

5   outputting the authentication code to an operator.

1   35. A method comprising:

2   receiving data relating to usage of at least one feature of a gaming device;

3   receiving an authentication code based on the data; and

4   verifying that the authentication code corresponds to the data.

1   36. The method of claim 35 further comprising:

2   outputting a message that the authentication code corresponds to the data.

1   37. The method of claim 35 further comprising:

2   outputting a message that the authentication code does not correspond to

3   the data.

1   38. A method comprising:

2   receiving data relating to usage of at least one feature of a gaming device;

3   receiving a first authentication code previously generated by the at least one

4   gaming device;

5   generating a second authentication code based on the received data;

6   comparing the first authentication code to the second authentication code;

7   and

8   outputting an indication of an authenticity of the received data based upon

9   the comparing.